



Denny's®

America's diner is always open.®

Grow with the Global Family Dining Leader



PRESENTATION TOPICS

Introduction

WAKE UP TO SOMETHING GREAT

Brand

AMERICA'S DINER IS ALWAYS
OPEN

System

INNOVATIVE FRANCHISING

Next Steps

A GLOBAL OPPORTUNITY

This is not an offer for a franchise. An offering can only be made by prospectus.

See Denny's Franchise Disclosure Document for complete details about the Denny's franchise opportunity.

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Wake Up to Something Great

Introduction

America's diner is always open.®



ESTABLISHED IN 1953, DENNY'S HAS THE MOST FAMILY DINING RESTAURANTS IN THE WORLD

- US\$2.25+ billion system wide sales
- 2,100+ restaurants worldwide*
- 500+ international restaurants*
- 26 million+ customers monthly

* Although there are over 400 Denny's units in Japan, Denny's Corporation sold all rights for the country of Japan in 1984.



Denny's (NASDAQ: DENN) is an iconic American brand with 98% awareness in the U.S.

Source: Brand Tracker, Q4 2010.



America's diner is always open.*



GEOGRAPHIC REACH



Canada – 60
Costa Rica – 3
Guam – 2

Honduras – 2
Mexico – 5
Netherlands, Antilles – 1

New Zealand – 8
Puerto Rico – 12
Japan - 400

* Although there are over 400 Denny's units in Japan, Denny's Corporation sold all rights for the country of Japan in 1984.

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COMING SOON



**Caribbean
Central America/South America
Southern China
Gulf States/Middle East**

**India
Indonesia
United Kingdom**

MISSION STATEMENT

To serve customers great tasting, quality food along with outstanding hospitality, 24 hours a day.



Denny's is recognized as a leader in the franchising industry.

- 90% of Denny's system franchised
- #1 in Family Restaurants Category; Entrepreneur's 2012 Franchise 500
- Top 100 Chains in Food Service Sales in Nation's Restaurant News
- Bond's Top 100 Franchises



America's Diner Is Always Open

BRAND

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Denny's is known as the go-to place for the world's best breakfast around the clock.



Denny's has broad, demographic appeal across age, gender, race and income with a “come as you are” attitude.



Innovative Franchising

SYSTEM

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SYSTEM COMPARISON

Special Brand Features	Denny's	Applebee's	KFC	Papa John's
24/7 - Breakfast/Lunch/Dinner/Late Night	✓	No	No	No
Full Service/Table Service	✓	Yes	No	No
57 Years of Operating Experience	✓	No	Yes	No
Multiple, Scalable Unit Types	✓	No	No	No
Family, Senior and Single Customer Focus	✓	No	Yes	No
Multiple Franchising Model	✓	No	No	Yes
Strong, Multi-Level Training Programs	✓	No	Yes	No
Hotel Locations	✓	No	No	No
Travel Center Locations	✓	No	Yes	No
Americana Diner Model	✓	No	No	No
Trademarked Platforms (Grand Slam)	✓	No	No	No
High Value Priced Menu Focus	✓	Yes	Yes	No
Alcohol Available Where Appropriate	✓	Yes	No	Some



Denny's has exceptional franchise support systems with flexible development, leading edge advertising and an innovative menu.

2\$4\$6\$8 VALUE MENU™

ALL DAY. EVERY DAY.



\$2 Banana Bread Pan Pup Sundae



\$4 Fried Cheese Melt



\$6 French Toast Breakfast



\$8 Spicy Cowboy Chopped Steak

DEVELOPMENT

Our attractive, flexible prototype store has the lowest investment cost per square foot in the family dining segment*.

**Restaurant Research, July 2012*



DEVELOPMENT



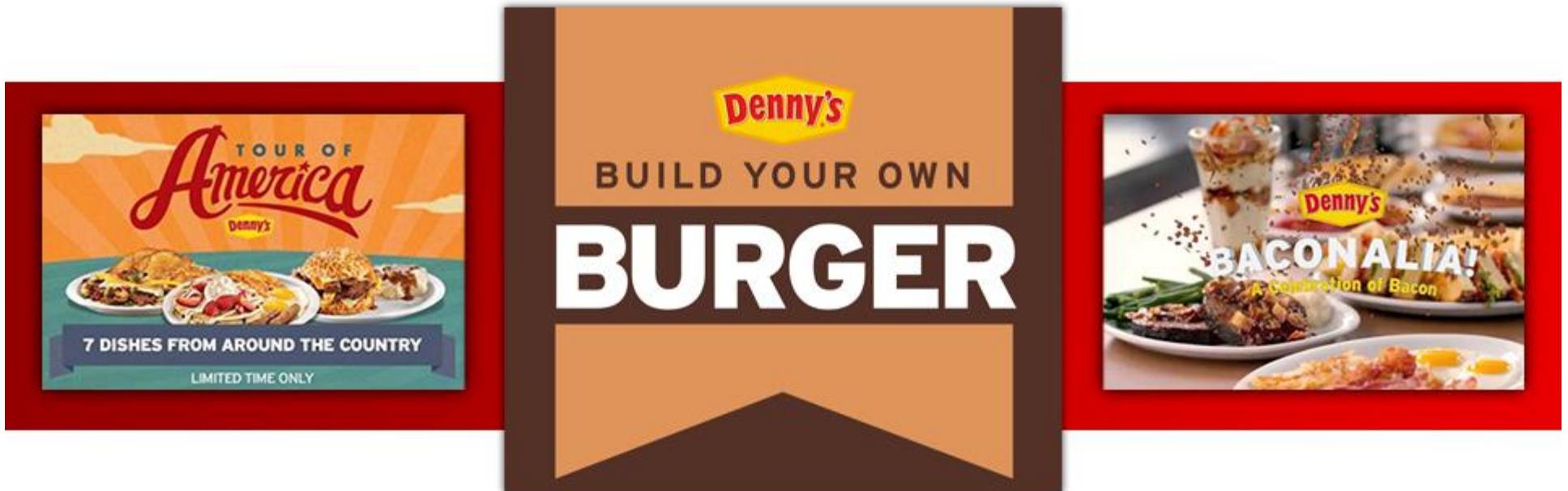
Prototypical Exterior

Prototypical End Cap



MARKETING

Denny's uses innovative, brand building advertising to stay relevant on TV, the social web, radio and print.

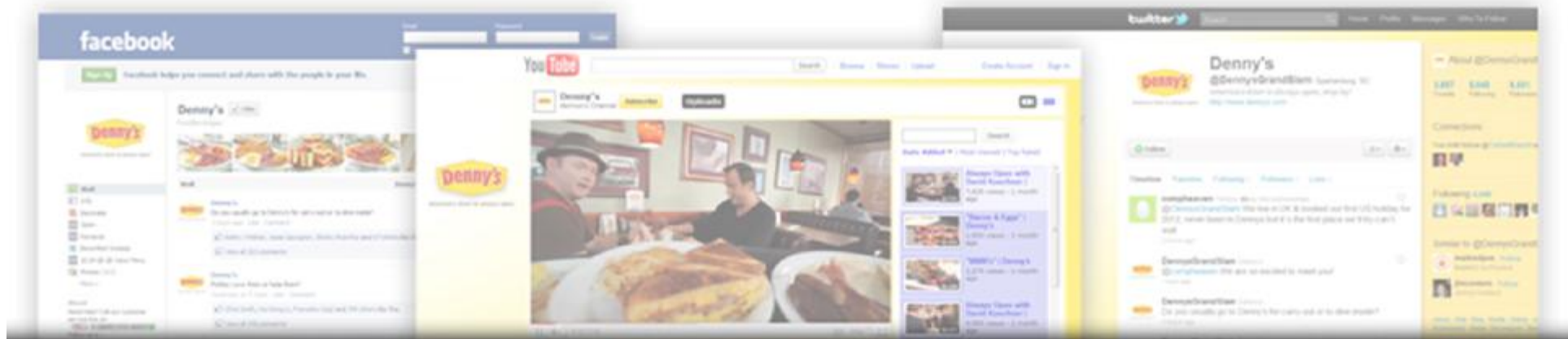


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MARKETING

In the last 2+ years, Denny's Facebook fans went from 70,000 to over 550,000!



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MENU

The Denny's menu is focused on providing quality, variety and value with abundant portions.



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MENU

We continually refine our menu to stay relevant with customer tastes and trends.



MENU

BREAKFAST



STARTERS



MENU

BURGERS & SANDWICHES



DINNER FAVORITES



A Global Opportunity

NEXT STEPS



International Support

- Use of the Denny's® name, marks, brand standards
- Site selection program
- Online training, manuals and best practices
- Customized new restaurant opening training program
- Supply chain and vendor quality assurance program
- Develop comprehensive marketing plan
- Ongoing in-country support visits



Development Deal Points

- Negotiate Development agreement
- Define development territory
- Agree on number of stores for development
- Establish reasonable opening timeline



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Thank You!

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